



**Request for City Council Committee Action
From the Department of Health & Family Support**

Date: Wednesday, February 1, 2012

To: PUBLIC SAFETY, CIVIL RIGHTS & HEALTH COMMITTEE
Referral to: WAYS & MEANS/BUDGET COMMITTEE

Subject: FOUR YEAR CONSULTANT MASTER AGREEMENT WITH BLUE CROSS BLUE SHIELD, AND ACCEPT GRANT FUNDING FOR FARMER'S MARKET SERVICES AS PART OF A 2012 SCHEDULE OF SERVICES

Recommendation:

Council authorization for the proper City officials to:

1. Enter into a Consultant Master Agreement with Blue Cross Blue Shield of Minnesota effective January 31, 2012 through December 31, 2015, with specific services to be provided as requested in individual Engagement Schedules to be issued by BCBS with specific deliverables and funding; and
2. Enter into Engagement Schedule 1 to accept \$72,600 in revenue for program services related to the Electronic Benefits Transfer (EBT) and Market Bucks programs at Minneapolis farmers markets for the period of January 31, 2012 through December 31, 2012, and increase both the revenue estimate in fund/department 01600-8600120 (revenue code 372001) and the 2012 appropriation in fund/department 01600-8600120 by \$72,600.

Previous Directives: April 1, 2011 Council approval to contract with Blue Cross Blue Shield for 2011 farmer's market services.

Prepared or Submitted by: Becky McIntosh, Director of Planning & Administration
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Approved by:

Gretchen Musicant, Commissioner of Health

Permanent Review Committee (PRC): Approval ____ Not Applicable X____
Policy Review Group (PRG) Approval ____ Date of Approval ____ Not Applicable X____

Presenters in Committee: Kristen Klingler, Coordinator, Communities Putting Prevention to Work

Financial Impact (Check those that apply)

X Action requires an appropriation increase to the ____ Capital Budget or X Operating Budget.
X Action provides increased revenue for appropriation increase.

Background/Supporting Information Attached

The department is requesting two actions. One, to enter into a four year Consultant Master Agreement with Blue Cross Blue Shield of Minnesota (BCBS) that provides all the terms and conditions for

receiving grant funds from them during that time period. As funding becomes available, BCBS will issue Engagement Schedules that detail deliverables and funding available for a specified project.

The second action is to enter into Engagement Schedule #1 with BCBS, under the Consultant Master Agreement, to receive funding to continue services in 2012 that were initiated in 2011. In 2011, MDHFS partnered with the Center for Prevention at Blue Cross Blue Shield of Minnesota to establish Electronic Benefit Transfer (EBT) systems and a Market Bucks incentive program at five area farmers markets using funding from the Department's CPPW and SHIP grants and Blue Cross funding. These markets, plus an additional new market (Kingfield Farmers Market) have expressed an interest in continuing EBT and Market Bucks for the 2012 market season. These four markets need assistance with staffing, program, promotions, and technical assistance expenses. As part of a collaborative effort, SHIP funding will be used to cover a portion of these expenses in 2012. Blue Cross Blue Shield will fund the remaining costs during the 2012 market season through a contract with the department. This funding will allow for a more streamlined process among all partners involved.